



Gold Wing Road Riders Association

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Press Release

GOLD WING ROAD RIDERS ASSOCIATION ANNOUNCES REVAMPED RECRUITMENT PROGRAM, “FIND-A-FRIEND” with a twist, **NEVER PAY DUES AGAIN!**

Phoenix, AZ (December 1, 2011)—Gold Wing Road Riders Association (GWRR) announces a change to their long-standing *Find-A-Friend Program*. This Recruitment Program, for the Members of the Association, has always been a popular program, but now, GWRR has added a new twist. Members who recruit just five (5) new memberships (households) into GWRR will receive a gift certificate worth \$55! Essentially they **NEVER HAVE TO PAY DUES AGAIN!** The program will begin January 1, 2012 and run through December 31, 2012. It will be open to all Members of GWRR. This program is just part of GWRR's way to help celebrate their 35th anniversary (1977-2012).

To explain the *Find-A-Friend Program* and the **NEVER PAY DUES AGAIN** twist, for every five (5) new memberships (households) you recruit, you will receive a gift certificate with the equivalent value of a Family Membership- **\$55**. You must recruit new Members only, not renewals. Each membership (household) counts as “ONE” regardless of the number of Family Members in the membership. (They will however, count under the Find-A-Friend pin and T-shirt program.) Gift Certificates are non-transferable and will have a one year expiration date.

There is no maximum number of gift certificates Members can earn.

Free years are issued and redeemed in the form of a certificate that is sent by the Home Office. Upon achieving the count of five new memberships (households), Members have the "option" to redeem certificates(s) for any of the following:

- **GWRR Membership Renewal**
- **GWRR Official Merchandise**
- **Wing Ding Registration**
- **Chapter Charter Fees**

Memberships recruited during special events (mall shows, rallies, motorcycle shows, etc.) qualify for this program. Life Members may use the certificates for GWRR Official Merchandise, Wing Ding Registration or Charter Fees. Free year's membership may be applied towards consecutive years necessary for Life Membership. Trial Membership applications may be used for the recruiting efforts. Membership fees must be paid to qualify for this Find-A-Friend program.

GWRR will provide hangar tags, information recruiting cards, and inserts that explain the program to help your recruiting efforts. If you would like recruiting materials, all you have to do is e-mail customerservice@gwrra.org or call Customer Service, they will be more than happy to send these great recruiting tools to you. In addition, you will be able to download the following from our Find-A-Friend website (www.gwrra.org/FAF.html): website ads, Chapter newsletter ads, printable Find-A-Friend applications, hangar tags, information recruiting cards and inserts that explain the program.

GWRR, with its motto “*Friends for Fun, Safety and Knowledge*,” is a not-for-profit organization with over 72,000 Members in 53 countries, and 4,000 volunteer leaders providing rider education and social structure, along with organizing events, rallies, rides and meetings throughout the year. Visit GWRR's Web site: www.gwrra.org or call **(800) 843-9460** or **(623) 581-2500** (in Phoenix) for more information.

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